

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1853

Washington, D. C.

November 18, 1961

Canned Foods for School Lunch

CANNED VEGETABLES

USDA announced November 14 the purchase of 10,550 cases of canned sliced beets, 84,200 cases of canned pumpkin or squash, 299,375 cases of canned sauerkraut, and 135,500 cases of canned spinach. All of the 529,625 cases were in No. 10 cans and are for distribution under the school lunch program. Purchases were made with funds appropriated under the National School Lunch Act.

Canned beets were purchased in New York and Wisconsin.

Canned pumpkin or squash was purchased in California, Delaware, Illinois, Indiana, Michigan, New York, and Oregon.

Canned sauerkraut was purchased in Indiana, New York, Ohio, Oregon, Tennessee, and Wisconsin.

Canned spinach was purchased in Arkansas, California, and Oklahoma.

Transportation costs and discounts for prompt payment were taken into consideration in making awards, USDA said.

CANNED GRAPEFRUIT

USDA announced November 14 an offer to buy canned grapefruit sections, packed from grapefruit of the 1961-62 crop, for use in the school lunch program. Purchases will be made with Section 6 funds.

Offers may be submitted on U. S. Grade A (Fancy) canned grapefruit packed in No. 3 cylinder size cans; not more than 10 percent of the contracted quantity may be of Grade B, at the contractor's option, at a discount of 25 cents per case.

Offers must be received by the Director, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 9 a. m. EST November 28 for acceptance by December 1.

USDA will require delivery during the period December 26 through March 3.

Further information regarding this purchase may be obtained from USDA field representatives in Lakeland, McAllen, and Los Angeles.

Emergency Shelter Stocking Subject of C.&T.R. Projects

Members of the N.C.A. are now receiving copies of a pamphlet entitled *Emergency Food Supply*, describing the New Jersey Bell Telephone Company's industrial defense feeding program and the role of canned foods in it.

Copies were mailed November 8, along with a covering letter from Executive Vice President Milan D. Smith. In his letter, Mr. Smith pointed out that N.C.A., through its Consumer and Trade Relations Program, has been hard at work on the subject of "emergency feeding," for almost a year. It was in February, 1961, that the food service staff of New Jersey Bell first called on James Scully, consultant on restaurant and institutional feeding, to assist in exploring the setting up of an emergency feeding program. The C.&T.R. Committee authorized Mr. Scully to proceed on this, and he reported preliminary findings at the May meeting of the N.C.A. Board of Directors.

"In the current booklet," Mr. Smith pointed out, "you will see the New Jersey Bell plan, which is now being reviewed and discussed in scores of other industrial plants about the country. It is interesting to note that of the 50 food items included in the plan, 33 are canned. The items and brands listed were selected by New Jersey Bell's taste test panel and the menus were approved by the company's medical staff.

"Because of the need for specific information about emergency feeding for both institutions and private families, the Committee recently directed our C.&T.R. counsel, Dudley-Ander-son-Yutzy, and Mr. Scully to prepare materials that would accommodate individual householders and other industrial plants, schools, institutions, hospitals and hotels. This means examining special problems not involved in the New Jersey Bell plan, which is based on a situation where water and power are available. Further, it entails field testing and checking with leading operators in these various feeding groups."

The mailing was accompanied by a reprint on emergency feeding from the *Journal of Commerce* pointing to the growing concern over the problem of adequate food stocking of survival shelters, both the home type and large industrial installations.

"It should be pointed out, however," writes Mr. Smith, "that the primary purpose of N.C.A. in the above areas, and other Civil Defense activities, is not to capitalize on a 'fear' campaign. Rather it is to assist our national and local governments in developing an effective and practical program.

"We feel that each member of N.C.A. owes it to his customers to keep them abreast of current developments in the field of Civil Defense and to advise them to the best of his ability."

USDA Estimates of Production and Per Capita Consumption

Food supplies in the coming months are expected to be even larger than the high level of last winter, according to a report by the Economic Research Service of USDA on *The National Food Situation*.

In its outlook for 1962, USDA said that with present farm programs and average growing conditions, crop production in 1962 may change little from the reduced level in 1961, while the uptrend in livestock production is expected to continue in 1962.

Consumer disposable incomes in 1961 are running around 3 1/4 percent

above 1960 and expenditures for food are around 3 per cent higher, according to the report. Increased total food expenditures are largely accounted for by rising population and higher food prices, with per capita food consumption only slightly above the 1960 rate.

Retail food prices so far this year have averaged about 2 percent above the same period of 1960. However, for the rest of this year they are expected by USDA to average a little below the level of the same period

last year because of increased supplies and lower prices for pork, poultry and eggs.

USDA said that "expanding economic activity points to a continued rise in consumer incomes and expenditures for food in 1962. But, with abundant supplies of both livestock products and food crops virtually assured for 1962, average retail food

prices are not likely to rise much in the coming year. With plenty of food available, higher consumer incomes, and relatively favorable prices, per capita food consumption may again increase slightly in 1962."

Following are USDA estimates of 1961 production and per capita consumption of fruit and vegetable products:

	Production			Consumption				
	1947-49 ave.	1960	1961 Prelim.	1961 as a percentage of 1960	1947-49 ave.	1960	1961 Prelim.	1961 as a percentage of 1960
Vegetables:								
(millions of pounds)								
Canned	6,088	8,006	8,655	108	39.2	44.5	44.8	101
Frozen	448	1,953	2,235	114	2.9	9.8	10.8	110
Fresh	18,504	20,641	20,260	98	120.4	100.6	99.0	98
Fruits:								
Canned fruit	2,597	3,798	3,953	104	18.9	23.1	23.1	100
Canned juices	2,230	2,072	2,000	97	15.9	12.1	12.2	101
Frozen (inc. juice)	416	1,610	1,750	109	3.2	9.1	9.2	101
Dried	962	688	776	113	3.9	3.3	3.3	100
Canned fish	484	492	n.a.	n.a.	3.9	4.0	n.a.	n.a.
n.a.—not available.								

N.C.A. Laboratory Meetings Opened to All Members

In connection with fall meetings of the Washington, Berkeley, and Seattle Laboratory Committees, held during October and November, all N.C.A. members were invited this year to attend the first-day sessions to hear the staff reports on laboratory activities. In addition, a special session was held in Portland, Ore., for canners in that area. The purpose of such an activity was to better acquaint N.C.A. members with the N.C.A. research program not only so that they would have this information for their own use but also to receive their suggestions for guidance of the Laboratory and Research Committees in formulating the laboratory program for 1962.

Total attendance at all meetings was about 350, and industry, committees, and staff reactions to this venture were very good.

Better Homes and Gardens

Canned pumpkin is featured in each of the four "Prize Tested Recipes" in the November issue of *Better Homes and Gardens* magazine. The names of these "Best Pumpkin Pies" are "Pumpkin Meringue Pie," "Gingered Ice Cream Pie," "Orange-glazed Pumpkin Pie," and "Coconut Pumpkin Chiffon Pie."

The article is attractively illustrated with a black and white photograph of each recipe.

Market for Processed Potatoes

The market potential for processed potato products is the subject of a report by the Economic Research Service of USDA. The report is concerned largely with dehydrated and frozen potato products and includes some estimates on consumption of canned potatoes.

Copies of the report, *Market Potential for Processed Potato Products* (MRR No. 505), may be obtained from the Office of Information, USDA, Washington 25, D. C.

George N. Pfarr

George N. Pfarr, 83, founder of the Tri-Valley Packing Association, San Francisco, in the 1930s, died November 8. At the time of his retirement he was its general manager.

Mr. Pfarr was a member of the N.C.A. Board of Directors, 1939-41. During World War II he served on the Canning Industry Advisory Committee, making frequent trips East in this connection. In June, 1944, he was retained by the Canners League of California as a paid consultant and advisor and was stationed in Washington, D. C., in connection with the industry's problems in dealing with the various wartime agencies. During this period also he served on N.C.A. committees concerned with the problems brought on by the war emergency.

1961 Packs of Canned Berries

(N.C.A. Division of Statistics)

BLACKBERRIES

	1960	1961
	(actual cases)	
Northwest	159,610	131,290
Other states*	127,297	153,626
U. S. Total	286,847	284,916

On the basis of standard cases of 24/2½, the 1961 pack amounted to 195,649 cases compared with the 1960 pack of 193,001 cases.

* Ala., Ark., Calif., Fla., Ga., Mich., Okla., Tenn., and Texas.

BOYSENBERRIES-LOGANBERRIES-YOUNGBERRIES

	1960	1961
	(actual cases)	
Northwest	92,676	85,835
Other states*	28,698	45,504
U. S. Total	121,374	131,339

On the basis of standard cases of 24/2½, the 1961 pack amounted to 88,929 cases compared with 76,978 cases in 1960.

* Ark., Calif., and Okla.

1961 Packs of Canned Fruits

(N.C.A. Division of Statistics)

CANNED SPICED PEACHES

(including Sweet Pickled Peaches)

	1960	1961
	(actual cases)	
California	701,301	499,103
Other states*	146,440	139,305
U. S. Total	847,831	638,408

On the basis of standard cases of 24/2½, the 1961 pack amounted to 623,726 cases.

* Ala., Ga., Mich., S. C., and Va.

CANNED FIGS

The 1961 pack of canned figs in California totaled 586,590 cases compared with the 1960 pack of 658,165 cases, according to a report by the Canners League of California.

Institutions

Canned foods are used 65 times in a food article, "Profitable Ways to Serve Processed Vegetables," in the October issue of *Institutions* magazine. This final installment in a series of four presents 22 quick tricks and 33 recipes giving suggestions for preparing and serving canned and frozen vegetables. Canned foods used include soups, vegetables, fruits and meats.

This lengthy article is attractively illustrated with nine black and white photographs of the recipes.

Vegetables for Processing

SPINACH FOR PROCESSING

Production of fall spinach for processing this year is forecast at 22,150 tons, on the basis of November 1 conditions, according to the Crop Reporting Board of USDA. This is about 4½ percent larger than the 1960 output of 21,170 tons but is about 10 percent below the average of 24,450 tons.

Sharp reductions in crop size in most minor producing states were expected to more than offset increases in the principal producing states of Arkansas, Oklahoma and Washington. Cutting was underway in Arkansas on November 1 but unusually warm weather slowed early movement to processors. In Oklahoma harvest was just beginning at the first of the month. Harvest of fall spinach in Washington was completed the last week of October, USDA reported.

Seasonal Group and State	10-year ave.		1961
	1950-59	1960	Indicated
	(tons)	(tons)	(tons)
Winter.....	3,300	5,400	7,200
Early spring.....	53,470	63,000	60,200
Late spring.....	48,570	54,000	55,460
 Fall:			
Arkansas.....	1,030	2,300	3,000
Oklahoma.....	1,060	3,600	6,000
Washington.....	3,700	5,300	5,600
Other states ¹	18,620	10,070	7,550
 Group total.....	24,450	21,170	22,150
 U. S. Total.....	127,470	143,570	145,010

¹ Three-year ave., 1957-59; estimates not available for prior years. ² Calif., Md., N. J., N. Y., Pa., Tenn., and Va.

CUCUMBERS FOR PICKLES

The crop of pickles for cucumbers as of November 1 is estimated by USDA to be record size. Production is placed at 17,434,000 bushels compared with 14,448,000 bushels last year and the 10-year average of 12,960,000 bushels.

Acreage was increased in most states this year and record yields were attained throughout the Midwest and in Virginia and California, USDA said.

Pickle stocks—October 1 stocks of pickles in tanks and barrels totaled 12,749,000 bushels, 7 percent more than the 1,961,000 bushels held on the same date last year and 8 percent more than the 1950-59 average for that date.

Approximately 82 percent of total stocks this October 1 were of new crop cucumbers. This compares with 75 percent new crop stocks a year ago and the average of 77 percent.

Citrus Fruit Production

Total tonnage of 1961-62 citrus crops is estimated on the basis of November 1 conditions to be 10 percent larger than both last year and average, according to the Crop Reporting Board of USDA.

Increases are expected for oranges, grapefruit, lemons, limes, and tangerines. Only Florida's tangerine crop is expected to be below average.

Prospective production of valencias in Florida, Texas and Arizona is up from last year's crop and well above average, the principal increase occurring in Florida.

Production of grapefruit, excluding California's "other areas," is forecast at 45.2 million boxes, 8 percent more than last year and 9 percent above average.

Harvest of citrus crops was reported under way in all citrus states.

Deciduous Fruit Production

Total tonnage of noncitrus fruits in 1961 is expected to be 8 percent greater than last year and 9 percent above average, on the basis of November 1 conditions, according to the Crop Reporting Board of USDA.

Total production is off slightly from the estimate of a month earlier because of a decline in prospects for grapes, principally in California and New York, and cranberries in Massachusetts. These decreases more than offset an increase in apple prospects.

A few apples, cranberries and grapes remained for harvest as of November 1, USDA reported, but most of these were expected to be harvested early in the month.

Except for apricots and cranberries, all noncitrus crops were larger than last year.

Crop	1961		Per- cent change from 1960
	1960	Prelim- inary	
	(thous. of bushels)	(thous. of bushels)	1960
Apples, all.....	108,515	126,840	+17
East.....	52,870	64,900	+23
Central.....	23,625	27,880	+18
West.....	32,020	34,060	+6
Pears, all.....	26,621	26,851	+1
Bartlett pears, 3 Pacific Coast states.....	424,250	450,000	+6
	(bushels)		
Cranberries, all.....	1,340,700	1,210,000	-10
Mass.....	805,000	490,000	-39
N. J.....	80,000	105,000	+23
Wis.....	379,000	435,000	+15
Wash.....	42,700	132,000	+200
Ore.....	28,000	46,000	+71

Production of Field Crops

DRY EDIBLE BEANS

Production of dry edible beans is estimated, on the basis of November 1 conditions, at 19,579,000 bags, according to the Crop Reporting Board of USDA. This is 9 percent above last year's production and 17 percent above the 10-year average.

The U. S. yield of 1,390 pounds is a record outturn per acre and exceeds by 7 percent the previous high of 1,297 pounds in 1959. The indicated yield for 1961 compares with 1,252 pounds last year and the 1950-59 average of 1,157 pounds per acre.

	1960	Prelim- inary	Per- cent change from 1960
Dry edible beans, all.....	17,912	19,579	+9
New England.....	7,477	8,402	+12
Northwest.....	5,237	5,008	-3
Southwest.....	1,952	2,590	+33
California.....	3,246	3,519	+8
Rice.....	54,612	54,319	-1
	(thous. of bags)		
Potatoes.....	257,435	283,971	+10
Sweet potatoes, all.....	15,636	15,198	-3
	(thous. of cwt.)		

SWEET POTATOES

Estimated production of sweet potatoes, at 15,198,000 hundredweight, is up slightly from a month earlier but is 3 percent less than the 1960 crop and 20 percent below the average for 1950-59.

State	1961		Per- cent change from 1960
	1960	Prelim- inary	
	(thous. of cwt.)	(thous. of cwt.)	1960
N. J.....	1,470	1,400	-5
Md.....	540	450	-15
Va.....	2,072	1,680	-19
N. C.....	2,100	2,024	-6
Ala.....	570	522	-8
Miss.....	870	903	+14
La.....	3,100	3,250	+5
Ark.....	300	270	-10
Mo.....	120	94	-22
Okla.....	117	133	+14
Other states ¹	4,317	4,373	+1
U. S. Total.....	15,636	15,198	-3

¹ Calif., Fla., Ga., Kans., Ky., N. M., Tenn., and Texas.

UTILIZATION OF PRUNES

Preliminary estimates of utilization of fresh prunes in Washington-Oregon-Idaho indicate that 21,460 tons, or one-third of the total production in the three states, were canned. This compares with the average of 23,174 tons canned for the period 1950-59.

N.C.A. Officers Speak at State Canners Conventions

N.C.A. President John C. Hemingway, Vice President Robert C. Cosgrove, and Executive Vice President Milan D. Smith took part this week in the annual conventions of the state canners associations in Wisconsin, Georgia, and Indiana.

Mr. Hemingway reviewed official government findings on the nuclear tests conducted in Nevada in 1955, and he reported to the Wisconsin canners, at their 57th annual convention, that canned foods that were recoverable after an atomic attack would be safe to eat.

Mr. Cosgrove, in his address to Georgia canners, spoke of the imagination and creativeness shown by canners in the past in constantly devising new and improved canned food products to satisfy consumer needs, and he urged canners of today to apply the same ingenuity in order to assure that canned foods will hold and improve their eminence in the market place.

Mr. Smith also reported on the role of canned foods in civil defense. At the annual convention of the Indiana canners, he reported that canned foods are among the safest to eat after an atomic attack.

Mr. Smith also attended the meeting of the Western Laboratory Committee in Berkeley November 8. He made the opening remarks at the meeting and was present, together with Dr. Ira I. Somers, Director of the Research Laboratories, for the discussion of Laboratory activities and plans.

MR. HEMINGWAY IN WISCONSIN

Mr. Hemingway pointed out that the findings on the performance of canned foods in the nuclear tests are but further evidence, on top of their effectiveness during wartime, of the importance of canned foods for emergency feeding.

Highlights of Mr. Hemingway's address were reported in a press release issued by the N.C.A. Information Division to 221 newspapers and 97 radio-TV stations in Wisconsin and to the national and local wire services and trade papers.

At the Wisconsin meeting the two boys who placed first and second among Wisconsin entrants in the N.C.A.-N.J.V.G.A. Canning Crops Contest were announced. They are Richard D. Arnold of Janesville, who grew peas for Libby, McNeill & Libby, and John H. Kruepke of Jackson, who grew beets for Libby's plant at Hart-

ford. The two boys also placed first and second, respectively, in the Wisconsin competition last year. Their reports will be entered in the regional and national contests, the winners of which will be announced at the convention of the National Junior Vegetable Growers Association in Detroit in early December.

MR. COSGROVE IN GEORGIA

Mr. Cosgrove told the Georgia canners, "We need imaginative new products, imaginative packing, imaginative research, imaginative marketing—all with the consumer in mind," if we are to continue to satisfy consumer needs in the future.

The great variety of foods available in canned form today is an outgrowth of innovation and improvisation of canners of every era, he declared. He cited a number of canned foods innovations that have contributed greatly to the well-being of consumers, among them canned juices, baby foods, concentrated soups, food combinations, and the key-opening can.

Mr. Cosgrove called on today's canners to create new convenience canned food products or basic innovations in existing products that will meet the everyday needs of today's consumers.

"There's nothing more convenient than canned foods," he said. "All you have to do is open, heat, and serve." Mr. Cosgrove urged canners to be more outspoken in reminding consumers of this, so as to recapture a public recognition that canned foods are just as exciting and just as glamorous as the other convenience food items that have been marketed in recent years.

"Couldn't canners add new interest in canned foods by creating a 'flip-top can' or taking the story of canned foods to the public in a dramatic manner such as the automobile people have done? Couldn't they get the canned foods out of the basement by working with kitchen equipment designers on the development of a dispensing unit that could be installed in the cabinets right in the kitchen where the canned foods would be handy? Stove manufacturers might develop a special unit in which the whole can could be inserted, heated, top removed, and the product poured into a serving dish. Refrigerator design has certainly done a lot for frozen foods," he continued.

A press release reporting these highlights of Mr. Cosgrove's remarks was distributed by the N.C.A. Information Division to 184 newspapers and 141 radio-TV stations in Georgia and to the wire services and trade papers.

MR. SMITH IN INDIANA

Mr. Smith reviewed the historic role of canned foods as an important weapon, sustaining the lives of military and civilians alike, in every war since Napoleon's time. Also, he reviewed the government's findings with respect to the 1955 tests of canned foods exposed to nuclear explosion.

Highlights of Mr. Smith's address, titled "The Canning Industry Contribution to Free Enterprise and Defense," were reported in a press release issued by the N.C.A. Information Division to 256 newspapers and 83 radio-TV stations in Indiana and to the wire services and trade papers.

TABLE OF CONTENTS

	PAGE		PAGE
Civil Defense		Research	
Emergency shelter stocking subject of C.A.T.R. projects.....	283	N.C.A. laboratory meetings opened to all members.....	284
Death		Market potential for processed potatoes	284
George N. Pfarr	284		
Meetings		Statistics	
N.C.A. officers speak at state canners conventions.....	286	USDA estimates of production and per capita consumption	283
Procurement		1961 packs of canned berries	284
Canned foods for school lunch	283	1961 packs of canned fruits	284
Publicity		Vegetables for processing	285
Better Homes and Gardens	284	Citrus fruit production	285
Institutions		Deciduous fruit production	285
		Production of field crops	285